

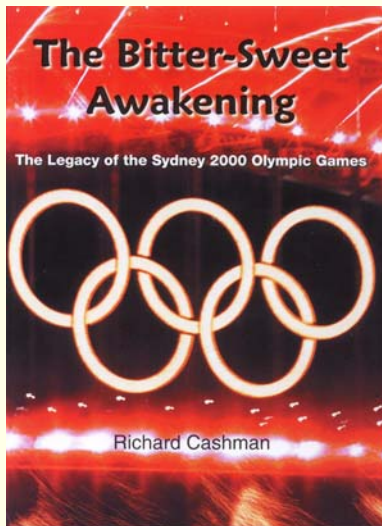
## Adjunct Professor Richard Cashman launches new book

The School of Leisure, Sport and Tourism and the Australian Centre for Olympic Studies (ACOS) recently launched Prof Richard Cashman's latest book, 'The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games'.

ACOS was pleased to have former SOCOG Deputy CEO and MI Associates Partner Mr Jim Sloman conduct the launch, which was held on Thursday 2nd March in the Olympic Studies Room at the UTS Kuring-gai Campus Library.



Prof Richard Cashman, Director ACOS



### Contents

1. When the Carnival is Over
2. The Memory of the Games
3. Media, Identity and Culture
4. Business and Economic Outcomes
5. International Investments and Contracts
6. The Future of Sydney Olympic Park
7. Sporting Impacts
8. The Green Games and their Outcomes
9. The Host Community - Winners or Losers?
10. The Paralympic Games
11. A Continuing Legacy

The book is the first of its kind - no previous work has examined the legacy of an Olympic Games in one city and country.

The Bitter-Sweet Awakening demonstrates that legacy is not a one-off occurrence but is dynamic and evolving. The book argues that there is a need to capture and document continuing impacts in an Olympic city.



A/Prof Bruce Hayllar, Prof Richard Cashman and Jim Sloman

'The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games' is available for purchase from the ACOS website at [www.business.uts.edu.au/olympic/](http://www.business.uts.edu.au/olympic/)